"TOP-LINE"
(Hand-Tab)

TAR LEVEL

	NORTHWIND	
	Test Marketed Ad/Merit Product	Test Marketed Ad/Test Marketed Product
N =	326	234
	%	%
Low In Tar	60	42
Low in tar	41	29
Very low in tar	19	13
About Average	31	43
High In Tar	4	5
High in tar	2	3
Slightly above average	2	3
Don't Know	5	10
Average	2.2	2.5

QUESTION: And, what about the tar level? Do you think that Northwind is. . . (READ LIST)?

TABLE 9

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Source: https://www.industrydocuments.ucsf.edu/docs/hxpj0004